

**PLUS
MARKETING**
Cable in Sweden

- Wheeler bids NCTA adieu for top slot at NABU
- More MSOs question CCI commitment
- Turner, ABC explore ESPN purchase
- C-SPAN turning cameras on NCTA

CableVision™

The news and features weekly of the cable television industry

April 16, 1984

Escape from oblivion:
Rescuing box-office bombs

CV1FV20814GAR452 5150/1
SUSAN GARNER
CONGRESSIONAL INFO SERVICE
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Scene from 'Heaven's Gate'

WHEELER LEAVES NCTA HELM

NCTA President Tom Wheeler, after five years at the helm of the industry's chief organization, resigned last week amid kudos from both allies and adversaries. After June, he leaves to join NABU, a cable computer software company scheduled for U.S. launch this spring.

C-SPAN TO COVER NCTA

C-SPAN will cover this year's NCTA convention live and in-depth this June, with 25 hours of general session and call-in shows planned around the event.

MAJOR PLAYERS EYE ESPN

Talks heat up over the impending sale of ESPN, now owned by Texaco oil company as a result of its recent Getty buyout. Turner

Broadcasting, ABC—and possibly CBS—are said to have expressed varying degrees of interest. Texaco says a deal won't happen in the immediate future, but indicated it is going to sell ESPN.

MSOS QUESTION CCI FUNDING

More concern emerges among Council for Cable Information board members, as more MSO questions arise over the level of anticipated funding for the industry's image campaign. But CCI officials maintain that all will go as planned.

JAWBONING OVER CABLE BILL

National cable legislation negotiations continued last week with more major concessions on both sides. This latest round ensures that if any bill makes it to mark up this spring, it certainly won't resemble its industry-backed prototype, H.R. 4103.

PROGRAMMING 24

Pro Am Sports, the Detroit-based regional pay service poised to launch this spring, scours the Midwest, especially Michigan, looking for affiliates. So far, it's a real challenge match, as correspondent Stephen Advokat reports.

MARKETING/ADVERTISING 26

Offering commercial production services to local advertisers often can help a sales person close the sale. The commercial production coordinator of Metrovision's Southwest Cook County system in suburban Chicago shares his system's story.

BUSINESS 43

Local officials in suburban Chicago are caught by surprise by Warner Amex Cable's plans to sell its area systems.

GOVERNMENT & LAW 48

Cable industry interpretations of the 1976 Copyright Act were rejected soundly by the copyright office last week, hitting the industry in its bottom line. NCTA vows to continue the fight in the courts and on Capitol Hill.

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About the cover

This week's cover illustration features a scene from *Heaven's Gate*, a movie that failed to garner mass appeal in the box office but is getting a second chance on cable.

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PLUS

A second chance for box office flops

In the days B.C.—before cable—a theatrical release that garnered critical praise but failed to do well at the box office often got consigned to oblivion, or possibly, art film houses. As a result, only a relatively few film aficionados got the opportunity to experience such product. Then, there are box office bombs such as *Heaven's Gate*, which may have deserved the panning they got, but have become curiosity pieces simply because of their cost and pre-release hype. Cable is providing a second chance for such product. Also in *Plus*, we look at the development of cable and alternate TV technologies in Sweden, a country known not only for fine films, but for technological innovation.

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Cable services subscriber count

Satellite-fed national services

Basic service	Affiliates	Subscribers	% change in subs from 1/31
Arts and Entertainment Television (BET)	291	6,000,000	+8.3
Cable News Network (CNN)	4,555	25,140,000	NC
CNN Headline News	1,073	10,560,000	NC
C-SPAN America's Network	1,750	17,000,000	+2.9
CBN Cable Network	4,000	23,000,000	NC
Country Music Television	68	1,700,000	NA (1/84)
Entertainment & Sports Programming Network (ESPN)	7,629	30,200,000	+3.0
Eternal Word Television Network (EWTN)	139	1,900,000	+13.9
Financial News Network (FNN)	NA	15,100,000	+3.9
The Learning Channel	500	4,000,000	NA (1/84)
Lifetime	1,716	17,409,067	+8.0
Modern Satellite Network (MSN)	492	9,245,590	+7.1
Music Television (MTV)	2,200	18,400,000	NC
The Nashville Network (TNN)	1,636	12,600,000	+3.0
National Christian Network (NCN)	98	1,200,000	NC
National Jewish Television (NJTV)	179	3,570,000	+5.1
Nickelodeon	3,000	17,600,000	NC
PTL Television	900	10,000,000	NC
Satellite Program Network (SPN)	488	10,875,142	+25
Silent Network	130	5,000,000	+44
SIN Television Network	251	28,068,000	NC
Trinity Broadcasting Network	327	3,882,000	+4.5
USA Network	4,000	22,600,000	+7.0
The Weather Channel	1,170	11,300,000	+44
WGN	5,142	12,983,970	+34
WOR	949	4,522,048	+1.5
WTBS	6,094	29,330,000	NC

Pay service

Bravo	131	189,000	+2.1
Cinemax	2,100	2,700,000	NC
The Disney Channel	1,111	800,000	+8.7
GalaVision	200	130,000	NC
Home Box Office (HBO)	5,400	13,500,000	NC
Home Theater Network (HTN)	400	267,000	+2.6
The Movie Channel (TMC)	2,850	2,900,000	+10.3
The Playboy Channel	399	656,000	+2.0
Showtime	3,000	5,000,000	+5.0

Audio service

Cable Jazz Network	6	25,800	+3.1
Lifestyle	174	2,500,000	NC
Love Sounds	2	10,000	NA
Moody Bible Institute	30	466,992	+12.2
Nice and Easy	8	29,115	+4.5
Satellite Jazz Network	13	800,000	NC
Satellite Radio Network	50	400,000	NA (1/84)
SCAN	34	144,000	NA
WFMT	163	861,596	+5.5

Text service

AP News Cable	400	4,700,000	+4.3
Dow Jones Cable News	155	1,750,000	NC
Electronic Program Guide (EPG)	153	2,845,629	+5.7
Genesis Storytime	22	273,303	NA (3/15/84)
Reuters News View	350	4,100,000	NC
UPI Newscable	510	NA	NA

Non-satellite-fed national services

Bicycled service

The CableShop	11	250,000	NC
Fuji Network	5	3,286	-3.5
Nippon Golden Network	5	8,105	NC
The Pleasure Channel	10	12,500	NC
Vector Consumer News	12	300,000	NC
Vector Consumer Shopping Guide	20	450,000	NC

Regional entertainment services

Regional services

Atlanta Interfaith	7	126,000	NC
Atlanta's Entertainment Network	5	9,800	NA (1/84)

Basic service	Affiliates	Subscribers	% change in subs from 1/31
Bay Area Religious Channel (BARC)	2	6,000	NA (1/84)
Buffalo Sabres Hockey Festival-The Texas Cable Network	13	435,000	-3.4
Home Sports Entertainment (Dallas)	6	541,000	NC
Home Sports Entertainment (Houston)	NA	NA	NA
Home Sports Entertainment (Pittsburgh)	11	16,287	+7.1
Home Sports Entertainment (Pittsburgh)	9	6,600	+9.0
Life Newsvision (Chicago Suburbs)	7	11,000	NC
Madison Square Garden	51	1,615,000	+9.3
Meadows Racing Network	18	273,000	+7.3
MetroChannel	4	110,000	+7.3
Newsday Cable	1	225,000	+4.4
PRISM-Philadelphia	90	365,000	-1.9
Soricos Superchannel	10	25,000	NC
SportsChannel (New England)	42	54,000	+5.6
SportsChannel (New York)	34	345,000	+1.7
SportsVision	14	15,000	NC
Sportsvue Network	NA	NA	NA
Video Music Channel	24	267,804	+10.4
Z-Channel	25	96,426	.82

Announced services

Non-satellite-fed service

The Games Network

Expected launch

4/84

Regional service

Box Seat

Summer 1984

Home Team Sports

4/84

Pipe-Am Sports

4/84

Sports Time (Anheuser-Mutimed, TCI)

4/84

Satellite-fed service

Alm Group Network

TBA

The Alpha Network

TBA

American Christian Television Systems (ACTS)

5/84

Apollon Entertainment Television

4th quarter 1984

The BuenaVision Channel

TBA

The Channel Black

TBA

Comedy Entertainment Network

TBA

Telecommunications Station (CENTS)

1st quarter 1984

The Community Channel

TBA

Episcopal TV Network

TBA

Just For Listening

TBA

Kidvid Network

6/84

Magicable

TBA

M-Net

TBA

National Jazz Network

4th quarter 1984

The Nostalgia Channel

4/84

The Nostalgia Network

TBA

The Pleasure Channel

Late 1984

Prime of Life Network

4/84

The Professional Education Network

4/84

Star Video Music

6/84

The UN Channel

NA

The Work Channel

TBA

WPIX

5/84

Note: Subscriber and affiliate counts are as of 2/29/84 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

† Total SIN reach

Source: Subscriber and affiliate counts are provided by the program service for its own Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks during March 1984.

Arts and Entertainment

Ford (R)
Twentieth Century-Fox (R)

BET

Anheuser-Busch (R)
Avon (R)
Burger King (N)
Campbell Soup Co. (R)
Carson Products (R)
CBS Records (R)
Coca-Cola (R)
Eastman Kodak (N)
Ford Division (R)
General Mills (N)
Hershey (R)
Home Box Office (R)
Johnson & Johnson (N)
Kraft (R)
Labor Institute of Public Affairs (N)
McDonald's Corp. (N)
Mobil Oil (R)
Nike (N)
J.C. Penney Co. (N)
Pepsi-Cola (R)
Procter & Gamble (R)
Pro-Line Corp. (N)
Quaker Oats (R)
Sears (R)
Showtime/The Movie Channel (R)
Thompson Medical (R)
U.S. Marines (R)
U.S.P.S. Express Mail (N)
Westinghouse (N)
Wrigley's (R)

CBN Cable Network

Alpo (R)
American Home Products (R)
Armour-Dial (R)
Campbell's (R)
Carter Wallace (R)
Coleman (N)
General Foods (R)
Kalcin (R)
T.J. Lipton (R)
Mobile Hefty (R)
Nestle (R)
Ocean Spray (N)
Prince Foods (N)
Tonka (N)

C-SPAN

AT&T (R)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

Dow Jones Cable News

Charles Schwab (R)

ESPN¹

AC-Delco (N)
Ace Hardware (R)
Audi (N)
Bianchi Cut Tournament (N)
Blue Coral (N)
Bermuda Tourism (N)
Castrol (R)
Coleco (R)
Compaq (N)
Dave Peltz Featherlites (N)
Dodge (R)
Donnay (N)
Dunlop (R)
Gates Rubber (N)
General Foods (R)
GMAC (N)
Golf Digest (R)
Igloo (N)
Jamacia Tourism (N)
Mighty Distributing System of America (N)
1984 Can-Am (N)
Phillips Petroleum (N)
Suzuki (R)
Texas Instruments (R)
Weberg Barbeque Grills (N)

Financial News Network

Air Florida (N)
American Airlines (R)
American Express (N)
AT&T (R)
Buick (N)
Clayton Brown (R)
Chrysler (N)
Dean Witter (R)
First Trading Group (R)
Ford Corp. (N)
Ford Motor Co. (N)
GMAC (N)
Goodyear (R)
International Trading Group (R)
Kansas City Board of Trade (N)
Merrill Lynch (R)
Northwest Mutual Life (R)
Northwest Orient Airlines (R)
Oldsmobile (N)
Paine Webber (R)
Prudential-Bache (R)
Sears Financial Network (N)
Sperry (N)
Standard and Poor's (R)
Texas Instruments (R)
Value Line (N)
W.R. Grace (N)

MSN²

Anheuser-Busch (R)

Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Motors (R)
Hershey Foods (R)
Mattel, Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Peabody Coal Co. (R)
Phillip Morris Inc. (R)
Upjohn, Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

SIN

American Home Products (R)
California Milk Advisory Board (R)
Chevron USA Inc. (R)
Del Monte Beverages (R)
K-Mart (R)
Miller Brewing Company (R)
Union Carbide (R)

SPN

Activision (R)
Air New Zealand (R)
American Home Products (R)
American Photographer (R)
Brown Shoe (R)
Gerber (R)
Globe Trotter Tours (R)
International Playtex (R)
Kimberly Clark (R)
Knight Tailors (R)
Look Sports (N)
Maxell Recording Tape (N)
Meat Export Development Co. (R)
Mennen Co. (R)
MGM (R)
Mr. Coffee (R)
Nikon (R)
Nordica USA (N)
Olin (N)
Pacific Airlines (R)
Pacific Dateline Tours (R)
Purex (N)
Questor (R)
Trak Skis (N)

USA Network

American Honda (R)
Anderson Corp. (R)
Bubble Yum (R)
Chrysler Corp. (R)
Honda (N)
Kohler (R)
Mattel (R)
Nabisco Brands (R)
National Coffee Assoc. (R)
Nestle (N)
Oldsmobile (R)
Pepsi-Cola (R)
Pfizer Inc. (N)
Phillips Petroleum (N)
Pony Shoes (N)
Procter & Gamble (R)
Ralston Purina (N)
Ramada Inn (R)
G.D. Searle (R)
State Farm (N)
Texas Instruments (R)
Tri-Star Pictures (N)
U.P.S. (R)
Wang (N)

The Weather Channel

Ace Hardware (N)
American Gas Association (R)
American Motors Corporation (R)
Anco Wiper Blades (R)
California Tree Fruit Agreement (N)
Champion Spark Plugs (R)
Emerson Electric (N)
Ford Division (R)
Kellogg Company (R)
Kraft Foods (N)
Lennox Industries (R)
J.C. Penney (N)
Phillips Petroleum (R)
Procter & Gamble Co. (R)
Quaker Oats Co. (R)
Ralston Purina (R)
Richardson-Vicks (R)
G.D. Searle (R)
Sears Portrait (R)
Sterling Drug (R)
Union Carbide (N)
United Airlines (R)

R denotes renewal client
N denotes new client
Total advertising clients for March:
58 clients, 72 clients

Source: Advertising clients are provided by the program services to Titch Communications Inc.